

City of Everett, Community Transit, King County, Kitsap Transit, Pierce Transit, Sound Transit and Washington State Ferries

**To Prospective Proposers for  
“Central Puget Sound Regional Fare Coordination Project Smart Card System”**

**Request for Proposal #98-069**

**Addendum No.2**

May 7, 1999

Notice is hereby given that the Request for Proposal document cited above is amended and/or sections of this document explained more fully as follows:

<b><u>Item No.</u></b>	<b><u>Reference</u></b>	<b><u>Location and Description of Change/Explanation</u></b>
1.	Division I, Section 3.I-32 (b)	<u>Rights in Preexisting Intellectual Property</u> Add the following text to the end of the first sentence of (1) Grant of License:  “...which may contract with the Association or its members to perform work related to the RFC system or other equipment related there to.”
2.	Division II, Section 6.II-6.1	<u>Marketing Plan Description</u> Replace the second paragraph with the following:  “As part of the Regional Fare Coordination System project, the Agencies will coordinate regional marketing under a single identity, developed in collaboration with the Contractor, and will develop and implement a regional marketing program for the fare card. Introduction of the fare card will increase awareness of public transportation as a means of regional travel, so the Agencies anticipate using a “team” approach.”

<b><u>Item No.</u></b>	<b><u>Reference</u></b>	<b><u>Location and Description of Change/Explanation</u></b>
3.	Division II, Section 6.II-6.2 (d)	<p><u>Marketing Plan Requirements</u></p> <p>Insert “Identity Program” as item “i.” under subpart (d) of this section and renumber the three existing items as:</p> <p>“ ii. Market Research.</p> <p>iii. Fare program promotion, materials preparation and information dissemination.</p> <p>iv. Ongoing monitoring of marketing program effectiveness.”</p>
4.	Division II, Section 6.II-6.2.1	<p><u>Marketing Plan Requirements</u></p> <p>Insert the following text as section 6.2.1 before the section “Market Research”:</p> <p><b>“6.2.1 Identity Program</b></p> <p>The Identity Program shall be developed in collaboration with the Agencies and include the following:</p> <p>a) Creation of consumer oriented name and visual identity (i.e., logo) in accordance with criteria supplied by the Agencies.</p> <p>b) Creation of service oriented slogans for use in marketing and customer communications.</p> <p>c) Strategies for using the program identity and slogans in consumer awareness promotions (e.g., value-checker key chains) and other marketing campaigns.”</p> <p>And renumber (without revising text) the existing three sections as:</p> <p><b>“ 6.2.2 Market Research</b></p> <p>...</p> <p><b>6.2.3 Fare Program Promotion</b></p> <p>...</p> <p><b>6.2.4 Market Program Monitoring’</b></p> <p>...</p>